Serial No.: 09/267,420

Page 5

## REMARKS

This Amendment is filed in response to the Office Action dated December 15, 2005. Claims 3-5, 8-9, 46, 49-54 and 61 are pending. Claims 49-54 and 61 have been allowed by the Examiner. The Applicants appreciate the Examiner's action in allowing these claims.

Claim 46 has been canceled by this Amendment. Claims 3-5 and 8-9 have been amended by this Amendment to change the dependency of those claim such that they are now dependent upon previously allowed claim 61.

## I. THE CLAIMS ARE PATENTABLE OVER THE PRIOR ART

## A. Paragraph 2 Rejection of Claims 3-5, 8, 9 and 46

Claims 3-5, 8, 9 and 46 have been rejected under 35 U.S.C. 103(a). The Applicants have, by this current Amendment, canceled claim 46, thereby rendering its rejection moot. The Applicants respectfully traverse the rejection of dependent claims 3-5, 8 and 9 based on their amendment to depend on allowed claim 61. The Applicants therefore request that the rejection of claims 3-5, 8 and 9 be withdrawn.

With regard to claim 46, the Applicants respectfully submit that the language added in the Amendment and Response dated November 23, 2005 is not a "broad redundant limitation" as suggested in Section 4 of the Office Action. The Applicants note that the added language recited an additional characteristic of the encoded, hidden indicia. This is distinguishable from the similar language of lines 7-12 of claim 46 which recite a characteristic of the lenticular lens. In addition, the added language pertaining to the encoded, hidden indicia contains the word "only," which serves to limit the article to one having encoded, hidden indicia that can only be decoded by a particular decoder.

Based on the above, the Applicants believe claim 46 to be patentable over the cited prior art. Nevertheless, claim 46 has been canceled in order to expedite prosecution and speed the application to issue.

Serial No.: 09/267,420

Page 6

## II. <u>CONCLUSION</u>

For at least the reasons set forth above, the Applicants respectfully submit that claims 3-5, 8-9, 49-54 and 61 are in condition for allowance. The Applicants therefore request that the Application be allowed and passed to issue.

Should the Examiner believe anything further is desirable in order to place the Application in even better condition for allowance, the Examiner is invited to contact the Applicants' undersigned representative.

Date: February 20, 2006

Respectfully submitted,

By:

David E. Baker

Attorney for Applicant Registration No. 42,285

Telephone: (804) 788-8762 Facsimile: (804) 343-4598

Please Direct all Correspondence to:

J. Michael Martinez de Andino, Esq. HUNTON & WILLIAMS LLP Riverfront Plaza, East Tower 951 E. Byrd Street Richmond, VA 23219-4074 (804) 788-8200 telephone (804) 788-8218 facsimile